

STARTMART

# GENESIS

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PROBLEM : Startups and freelancers need flexible month to month office space and supportive community

SOLUTION: The New Way of Work: Freelance Economy

COMPARABLES: Chicago 1871, DC 1776, Detroit M@adison, SF Hub, and NYC WeWork

## WHY STARTMART?

- Density and diversity breed innovation
- Cleveland has active entrepreneurship community but too unfocused and disbursed
- We need a single large focused hub for startups and freelancers

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# TIMELINE

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Summer 2014	Research, community White Paper
Fall 2014	Continuous feedback and refinement
Spring 2015	Site survey/selection, \$51k invested
August 2015	Kickstarter Campaign – >140% of goal
September 2015	Lease signed, community CoDesign
October 2015	Launch, \$40k non-dilutive grant
Spring 2016	\$1m Seed Round Target
Summer 2016	Growth and Expansion

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# MEMBERSHIP

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1 Day/ Month	\$45
5 Days / Month	\$125
Open Desk	\$200
Reserved Desk 24x7	\$300
Office, 2-6 person	\$600+

Intern / Co-op	\$50
Subsidized by Corporate and University sponsorships	





300+ of the most  
innovative people in  
Cleveland





50,000\* sq. ft.

\*includes post-funding expansion into contiguous space





Flexibility to grow out of an office into the co-working space.



Ideal Downtown  
Location: public transit,  
self/valet parking,  
100 shops/restaurants,  
cinema, banks, etc.







1 Gig  
FiberLine –  
10-100 Gig  
available  
in future





Conference/ training/ presentation  
rooms, printers and mail service





50" telepresence screens  
MakerSpace, media production,  
stop-motion and green screen





Zen/Meditation room, indoor bicycle parking, showers, lounge, and lockers



# PARTNERSHIPS

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## 16 Regional Universities

- 200,000 Students
- All have entrepreneurship programs

## 9 Fortune 500, 1,300 Middle Market Companies

- High level of interest in startup culture and entrepreneurship

## 40+ Angel Groups and Venture Capital

- Serve as a pipeline for deal flow

# REVENUE

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## Sources

- Memberships / Sponsorships
- Events
- Entrepreneurship programming
- Advertising and marketing to members

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# COMPETITION

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## Regus

- Several locations, small and very corporate

## Numerous independents

- All very small - under 5,000 sq. ft.

## WeWork

- Not currently a WeWork target city

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# STARTMART TEAM

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Charles Stack, Founder

Shannon Lyons, Programming

Jennifer Neundorfer, Partners

Anna Buchholz, Community

Deval Desai, Finance

.....And All our Members

# INVESTMENT

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Up to \$1,000,000 raise using Title III crowd funding portal

- Minimum investment \$2,000
- Initial close \$200,000
- Pre-money valuation \$1,250,000

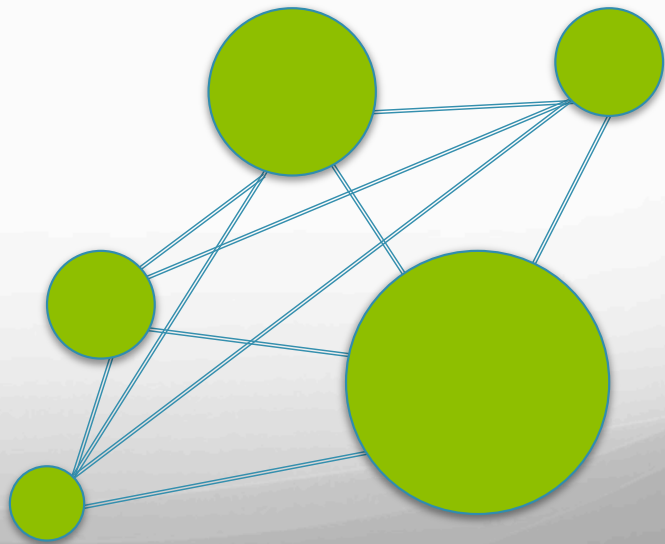
Shareholders receive open desk membership thru May 2017

- Up to \$2,400 value

# USE OF FUNDS

- Build out additional offices to meet demand
- Open North East Ohio regional satellite branches
- Add and upgrade amenities
- Marketing

Hub and Spoke Growth Model



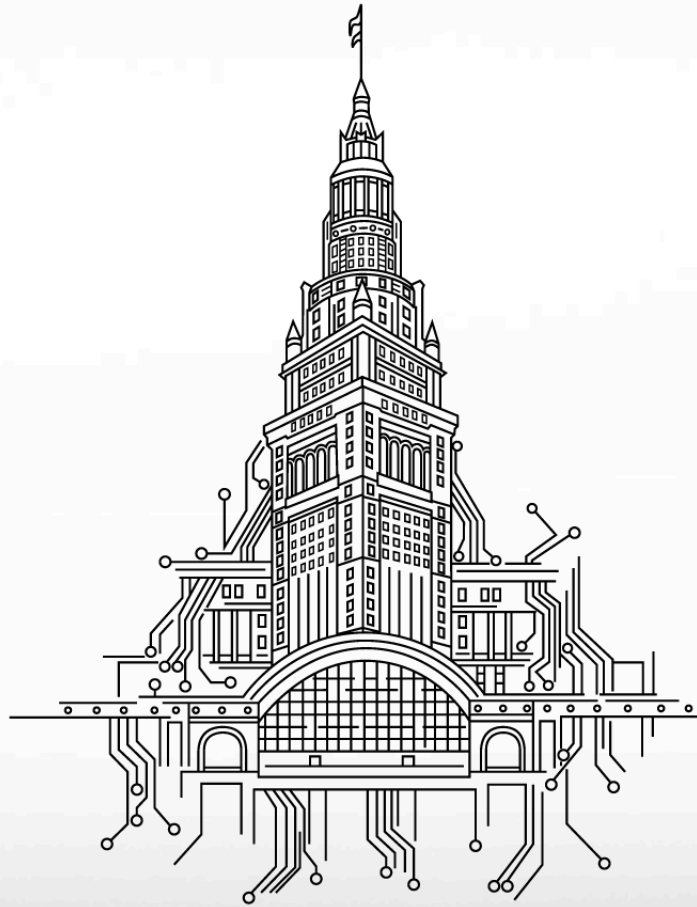
# INVESTOR RETURN

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Potential Shareholder Dividends

Acquisition

- Coworking space very hot and well funded
- Ripe for future rollup
- WeWork, Regus, RocketSPACE, Mindspace, etc.



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